

Product Assessment

Objectives

Begin to understand what it takes to develop products that satisfy the needs of target markets. Your goal will be to discover a number of different products and analyze the elements that make up the products. Create in a Google Presentation/Keynote/Prezi. These products need to come from a manufacturer.

1.) Discover 3 different products and identify each of their elements.(24 points)

Include the hyperlinks to the Products or Pictures – Be very detailed and descriptive in your responses.

1.) **Basic Product** – Basic Product, Uses

2.) **Enhanced Product** – Brand Name, Features, Options, Packaging,

3.) **Extended Product** – Guarantee, Services

2.) Analyzing the 3 products you chose in the previous step, describe the function of the packaging including the following elements:

(Some might not be demonstrated as they are in the box, but what would be present) (15 points)

Include an image of each product to support your responses and use identifiers to connect the element to the packaging.

Protection –

Promotion –

Function –

Display/Security –

Materials Used –

3.) On the 3 products you chose, how is the brand displayed? **(Images)** What is it **(Logo, Name, Symbol, etc....)? Is there a trademark/copyright identified and explain why its important? (3 points)**

4.) Identify 3 examples of a **Licensed Brand** and describe who is using it. **(These may not be all sports teams) (6 points)**

5.) Identify **3 different product** lines from **3 different manufacturers. (3 points)**

Demonstrate the differences between the products and what makes it a product line. (Quantity, Quality, Sizes, others) You must use images to support your answer.